

ROBERT LOUIS STEVENSON'S IMMORTAL ADVENTURE NOVEL!



..... Now
on the screen
in all its fiery
glory

COLUMBIA PICTURES
presents

The BLACK ARROW

starring **LOUIS HAYWARD** ★ **JANET BLAIR**

and featuring **GEORGE MACREADY** · **EDGAR BUCHANAN**

Screenplay by Richard Schayer, David P. Sheppard
and Thomas Seller



Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION



NOW ON THE SCREEN...

The bold
ring
of
adventure!

The soft
whisper of
warm lips!



COLUMBIA PICTURES presents

Robert Louis Stevenson's
The **BLACK ARROW**

starring

LOUIS HAYWARD · JANET BLAIR

and featuring **GEORGE MACREADY · EDGAR BUCHANAN**

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller

Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

AN EDWARD SMALL PRODUCTION



A BEAUTY'S UNSPOILED LIPS AT STAKE...
in mortal trial by combat!

AS LONG AS THERE ARE LOVEDS

COLUMBIA PICTURES presents
Robert Louis Stevenson's
The BLACK ARROW
 starring
Louis HAYWARD · Janet BLAIR
 and featuring
George MACREADY · Edgar BUCHANAN
 Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
 Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK AN EDWARD SMALL PRODUCTION

297-Line Ad Mat No. 303—3 Cols. x 99 Lines

AVENGER OF THE WILDWOOD
 striking from nowhere
 with death for villains...
 and kisses for his love!

COLUMBIA PICTURES presents
Robert Louis Stevenson's
The BLACK ARROW
 starring **Louis HAYWARD · Janet BLAIR**
 and featuring **George MACREADY · Edgar BUCHANAN**
 AN EDWARD SMALL PRODUCTION
 Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller · Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

2 Cols. x 144 Lines

198-Line Ad Mat No. 301—3 Cols. x 66 Lines

DB #2616

Avenger of the Wildwood

striking from nowhere
with death for villains...
and kisses for his love!

COLUMBIA PICTURES presents

Robert Louis Stevenson's
The Black Arrow
starring
LOUIS HAYWARD · JANET BLAIR

and featuring
GEORGE MACREADY · EDGAR BUCHANAN
Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK

AN EDWARD SMALL PRODUCTION

393-Line Ad Mat No. 304—3 Cols. x 131 Lines

A BEAUTY'S UNSPOILED LIPS
AT STAKE

in mortal
trial by combat!

COLUMBIA PICTURES
presents

Robert Louis Stevenson's
The BLACK ARROW
starring
Louis HAYWARD · Janet BLAIR
and featuring
George MACREADY · Edgar BUCHANAN

Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
AN EDWARD SMALL PRODUCTION

82-Line Ad Mat No. 204—2 Cols. x 41 Lines



GOLDEN AGE
OF GALLANT KNIGHTS
AND LADIES FAIR!

COLUMBIA PICTURES
presents

Robert Louis Stevenson's
The BLACK ARROW

starring
Louis HAYWARD · Janet BLAIR

and featuring
George MACREADY · Edgar BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION



198-Line Ad Mat No. 209—2 Cols. x 99 Lines

HER
TAUNTING
KISS
TURNS AN
AVENGING
KNIGHT
INTO AN
OUTLAW
LOVER!



COLUMBIA PICTURES presents

Robert Louis Stevenson's
The BLACK ARROW

starring
LOUIS HAYWARD · JANET BLAIR

and featuring
GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller

Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK · AN EDWARD SMALL PRODUCTION



150-Line Ad Mat No. 207—2 Cols. x 75 Lines



AS LONG AS
THERE ARE
LOVERS...

ROBERT LOUIS
STEVENSON'S

story of romance
and adventure
will
live!

COLUMBIA PICTURES
presents

The BLACK ARROW

starring

LOUIS HAYWARD · JANET BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller

Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

AN EDWARD SMALL PRODUCTION



288-Line Ad Mat No. 210—2 Cols. x 144 Lines

COLUMBIA PICTURES presents

The Black Arrow

starring LOUIS HAYWARD · JANET BLAIR





COLUMBIA PICTURES presents

Robert Louis Stevenson's

The BLACK ARROW

starring

Louis HAYWARD · Janet BLAIR

and featuring

George MACREADY · Edgar BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION



The BLACK ARROW





ROBERT LOUIS STEVENSON'S

great adventure

novel!

Robert Louis Stevenson's

The Black Arrow

Robert Louis Stevenson's

The Black Arrow






Robert Louis Stevenson's

The Black Arrow




UTILITY AD MAT No. 211

**HORSEMEN CHARGE!
SWORDS CLASH!
LIPS MEET...
and hearts
catch fire!**

COLUMBIA PICTURES presents

Robert Louis Stevenson's

The BLACK ARROW

starring

Louis HAYWARD · Janet BLAIR

and featuring George MACREADY · Edgar BUCHANAN

AN EDWARD SMALL PRODUCTION





Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller · Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

102-Line Ad Mat No. 206—2 Cols. x 51 Lines

AVENGING ACTION!


COLUMBIA PICTURES presents

Robert Louis Stevenson's

The BLACK ARROW

starring LOUIS HAYWARD · JANET BLAIR

AN EDWARD SMALL PRODUCTION

28-Line Ad Mat No. 201—2 Cols. x 14 Lines

Official Billing	
COLUMBIA PICTURES presents	25%
Robert Louis Stevenson's	35%
THE BLACK ARROW	100%
starring	
LOUIS HAYWARD	75%
JANET BLAIR	75%
and featuring	
GEORGE MACREADY · EDGAR BUCHANAN	50%
Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller	10%
Directed by GORDON DOUGLAS	15%
Produced by GRANT WHYTOCK	15%
AN EDWARD SMALL PRODUCTION	25%

AS LONG AS THERE ARE LOVERS...



ROBERT LOUIS STEVENSON'S story of romance and adventure will live!



COLUMBIA PICTURES presents

The BLACK ARROW

starring LOUIS HAYWARD · JANET BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
An EDWARD SMALL Production

Ad Mat No. 108—138 Lines

FABULOUS ADVENTURE!

COLUMBIA PICTURES presents


Robert Louis Stevenson's

The Black Arrow

starring Louis HAYWARD · Janet BLAIR

Ad Mat No. 101—14 Lines

NOW ON THE SCREEN IN ALL ITS FIERY GLORY!



COLUMBIA PICTURES presents

Robert Louis Stevenson's

The Black Arrow

starring LOUIS HAYWARD · JANET BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION

Ad Mat No. 107—96 Lines

Horsemen charge!
Swords clash!
Lips meet!

COLUMBIA PICTURES presents

Robert Louis Stevenson's

The Black Arrow

starring Louis HAYWARD · Janet BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN

Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION

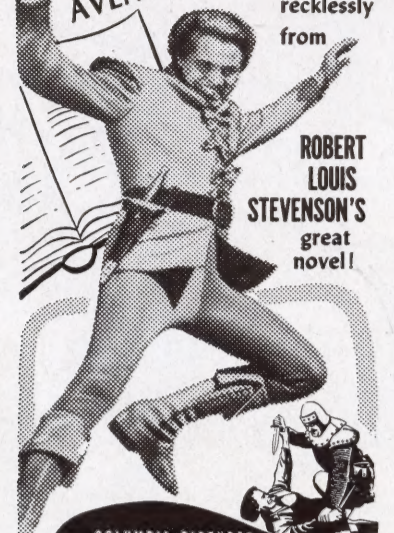
Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller

Ad Mat No. 104—56 Lines

leaping recklessly from

AVENGING ACTION...

ROBERT LOUIS STEVENSON'S great novel!



COLUMBIA PICTURES presents

The Black Arrow

starring LOUIS HAYWARD · JANET BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN


Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
AN EDWARD SMALL PRODUCTION

Screenplay by Richard Schayer, David P. Sheppard, Thomas Seller

Ad Mat No. 106—85 Lines

AS LONG AS THERE ARE LOVERS...

Robert Louis Stevenson's story of romance and adventure will live!



COLUMBIA PICTURES presents

The BLACK ARROW

starring LOUIS HAYWARD · JANET BLAIR

and featuring GEORGE MACREADY · EDGAR BUCHANAN

Directed by GORDON DOUGLAS
Produced by GRANT WHYTOCK
An EDWARD SMALL Production

Screenplay by Richard Schayer, David P. Sheppard, Thomas Seller

Ad Mat No. 105—76 Lines

Last Times Today

THEATRE

STARTS TOMORROW

Horsemen charge! Swords clash!
Lips meet...and hearts catch fire!



300-Line Ad Mat No. 302—3 Cols. x 100 Lines

THEATRE

STARTS TOMORROW

HIS SWORD LAUGHED
AT DANGER...
HIS EYES DANCED
WITH LOVE!



196-Line Ad Mat No. 208—2 Cols. x 98 Lines

THEATRE

NOW

ROBERT LOUIS STEVENSON'S
IMMORTAL ADVENTURE NOVEL!

COLUMBIA PICTURES presents

The BLACK ARROW

starring
Louis HAYWARD · Janet BLAIR
and featuring
George MACREADY · Edgar BUCHANAN
AN EDWARD SMALL PRODUCTION

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller • Directed by GORDON DOUGLAS • Produced by GRANT WHYTOCK

74-Line Ad Mat No. 203—2 Cols. x 37 Lines

THEATRE

HELD OVER
2nd big week

ADVENTURE RINGS!
WARM LIPS WHISPER!

COLUMBIA PICTURES
presents

Robert Louis Stevenson's The Black Arrow

starring
Louis HAYWARD · Janet BLAIR
and featuring
George MACREADY · Edgar BUCHANAN · AN EDWARD SMALL PRODUCTION

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller • Directed by GORDON DOUGLAS • Produced by GRANT WHYTOCK

100-Line Ad Mat No. 205—2 Cols. x 50 Lines

THEATRE

NOW PLAYING

ADVENTURE RINGS!
WARM LIPS WHISPER!

COLUMBIA
PICTURES
presents

Robert Louis Stevenson's The Black Arrow

starring
Louis HAYWARD · Janet BLAIR
and featuring
George MACREADY · Edgar BUCHANAN
AN EDWARD SMALL PRODUCTION

Ad Mat No. 103—42 Lines

THESE FIVE SPECIAL ADS ARE DESIGNED
TO FIT EVERY INDIVIDUAL SITUATION!

(Review)

(General Advance)

'Black Arrow' Actionful Swashbuckling Romance

World-Famed Novel Comes to Screen In All Its Glory



Black Arrow Mat 2-D; Prod. Still No. 15

AVENGING ACTION leaping recklessly from the swashbuckling pages of Robert Louis Stevenson's great adventure novel! Louis Hayward is starred in Columbia's "The Black Arrow" at the ----- Theatre.

Columbia's "The Black Arrow," a picture that kindles Robert Louis Stevenson's fiery tale of adventure and romance into blazing action, came to the Theatre yesterday. Punctuated with suspenseful duels to the death, daring deeds of derring-do and exciting narrow escapes which had the folks fairly riveted to their seats, the film rates high in this reviewer's list of the season's most entertaining hits.



Black Arrow Mat 1-F; Prod. Still No. 11

ADVENTURE fills the night as Louis Hayward and Janet Blair make good their escape in Columbia's "The Black Arrow," now on view at the ----- Theatre.

Once more dashing Louis Hayward dons the swashbuckler's mantle to avenge grievous wrongs and win the lady of his heart as a bold warrior of 15th Century England, in the period following the War of Roses. Lovely Janet Blair co-stars and portrays the loveliest damsel in distress of this or any other era in history.

Featured roles are taken by George Macready, who is rapidly assuming Eric Von Stroheim's reputation as "the man you most like to hate," and that excellent character actor, Edgar Buchanan, portraying a loyal follower of a man outlawed for a crime he didn't commit.

The Edward Small production gets its title from a series of mysterious notes sped on their way with black arrows. These messages hint that Sir Daniel Brackley (Macready) foully murdered his brother, father of Sir Richard Shelton (Hayward) and then put the onus for the crime on innocent Sir John Sedley (Paul Cavanagh).

At first the young knight is loathe to believe the accusations, but when they are backed up by the warm lips of Sedley's daughter Joanna (Janet Blair), Shelton decides to investigate. As he gets close to the truth, Brackley orders him imprisoned. Richard escapes and joins the outlawed Sedley and his band. But then Sedley is captured and Brackley plans to force Joanna into marriage with him as the price for saving her father's life. Shelton denounces his uncle before the king's representative and demands a trial by combat.

The battle between the two men, using medieval weapons (steel-tipped lances, broadswords, mace and battle-axe), brings the actionful story to its thrilling climax with Shelton vanquishing Brackley and winning the hand of Joanna.

"The Black Arrow" screenplay was written by Richard Schayer, David P. Sheppard and Thomas Seller. Gordon Douglas directed for producer Grant Whytock.



Black Arrow Mat 1-G; Prod. Still No. 83

ROMANCE in the golden age of chivalry! Louis Hayward and Janet Blair have the starring roles in Columbia's "The Black Arrow" now at the ----- Theatre.

Knights Ride Again In Fiery Thriller

The world's great novels still continue to be one of the movies' best story sources. Now it's Robert Louis Stevenson's "The Black Arrow" that has been brought to the screen in all the glory of its fabulous adventure, with the added visual excitement which is Hollywood's own contribution. The Columbia swashbuckler, starring Louis Hayward and Janet Blair as a new romantic team, opened to an enthusiastic audience yesterday at the ----- Theatre.

Featured roles in the Edward Small production are portrayed by George Macready (yes, he's a "heavy" again and a particularly despicable one, too!) and Edgar Buchanan, portraying a grim fighter for justice in England of the 15th Century.

Also in key assignments are Rhys Williams, Walter Kingsford, Lowell Gilmore, Halliwell Hobbes, Paul Cavanagh and Ray Teal.

Briefly, the action-packed screenplay for "The Black Arrow," written by Richard Schayer, David P. Sheppard and Thomas Seller, follows the exploits of a young knight after his return home from the War of Roses. Though the hostilities have stopped, the country is divided by political intrigue. He finds that his father has been murdered, and the lovely daughter of the slayer about to be forced into marriage with his uncle. Finally, after an investigation that involves him in countless scrapes with his kin's wily henchmen, he discovers the real killer, his uncle, and challenges him to a trial by combat.

This sequence, which is the climax of the film, is performed with all the pageantry of medieval times and easily ranks as one of the most thrilling and suspenseful duels ever seen in a cape-and-sword drama as the two foes clash with steel-tipped lances, broadswords, battle-axes and maces.

Direction of "The Black Arrow" was in the capable hands of Gordon Douglas. Grant Whytock was the producer.

That bold adventurer, Louis Hayward, with a flashing sword for his enemies and a kiss for his lady love, is back on the screen again in a new, rousing thriller. He stars with Janet Blair in Columbia's colorful swashbuckler, "The Black Arrow," which will open on ----- at the ----- Theatre.

The setting of this yarn, based on Robert Louis Stevenson's world-famous novel, takes Hayward a little further back in history than his Monte Cristo exploits—to 15th Century England after the War of Roses. In the role of a young nobleman, he returns from the wars to learn that his father was slain by a political foe. His uncle (George Macready) is in charge of the castle and has taken over the guardianship of the murderer's daughter (Miss Blair).

Although he accepts the explanation of his father's death at first, Hayward grows suspicious after questioning the witnesses to the foul deed. Added fuel for thought are numerous black arrows, speeded by unknown hands, with notes attached which accuse Macready of the crime. When lovely Janet, too, protests her father's innocence, Hayward realizes that Macready is the villain and he denounces him.

The code of chivalry existing in medieval times forces the villain to accept a trial by combat, and the film reaches its climax with the two men mounted on galloping steeds, battling to the finish with all the fabulous weapons of those days.

Edgar Buchanan is importantly featured in the Edward Small production, and the cast also includes Rhys Williams, Walter Kingsford, Lowell Gilmore, Halliwell Hobbes and Paul Cavanagh.

The screenplay for "The Black Arrow" was written by Richard Schayer, David P. Sheppard and Thomas Seller. Gordon Douglas directed for producer Grant Whytock.

CAST and STAFF

Richard Shelton	Louis Hayward	Bishop of Tilsbury
Joanna Sedley	Janet Blair	Halliwell Hobbes
Sir Daniel Brackley	George Macready	Sir John Sedley
Lawless	Edgar Buchanan	Paul Cavanagh
Bennet Hatch	Rhys Williams	Nick Appleyard
Sir Oliver Oates	Walter Kingsford	Ray Teal
Duke of Gloucester	Lowell Gilmore	Sir Harry Shelton
		Russell Hicks
		Sir William Catesby
		Leslie Denison
		Dame Carter
		Betty Fairfax
		Jailer
		William Bevan

Screenplay by Richard Schayer, David P. Sheppard, Thomas Seller; Directed by Gordon Douglas; Assistant Director, Carl Hiecke; Director of Photography, Charles Lawton, Jr., A.S.C. Art Directors, Stephen Gooson and A. Leslie Thomas; Film Editor, Jerome Thoms; Set Decorations, Wilbur Menefee and James Crowe; Gowns by Jean Louis; Make-up for Louis Hayward, Don Cash; Music by Paul Sawtell; Sound Engineer, Lambert Day; Produced by Grant Whytock. An Edward Small Production. A Columbia Picture.

STORY

(Not for Publication)

Returning from England's War of the Roses, Sir Richard Shelton (Louis Hayward) learns from his uncle, Sir Daniel Brackley (George Macready) that the former's father was cowardly slain by political foe Sir John Sedley (Paul Cavanagh). Sir Daniel also tells him that the murderer's daughter, Lady Joanna (Janet Blair), has been made a ward of the crown and given into Sir Daniel's guardianship.

Deadly black arrows, carrying warning messages, cause Richard to doubt the story of his father's death. Joanna convinces him of Sir John's innocence and confesses that he is hiding out in the nearby forest with a band of faithful followers. Richard and Joanna try to escape together, but she is recaptured and he gets away badly wounded. One of Sir John's aids, Lawless (Edgar Buchanan), finds the injured knight and takes him to the outlaw chieftain.

Sir John explains to Richard that Sir Daniel killed his father and put the blame on him in order to confiscate his lands. The two friends plan to free Joanna, but both are sieged. Richard accuses his uncle publicly of his father's death, and demands a trial by combat. In the hotly contested battle, Richard slays Sir Daniel and wins the hand of the lovely Joanna.

(Running Time: 76 Minutes)

Century.

Other novels brought to the screen by this famous author include "Dr. Jekyll and Mr. Hyde," "Ebb Tide," "Treasure Island" and "Kidnapped."

The screenplay for "The Black Arrow," written by Richard Schayer, David P. Sheppard and Thomas Seller, concerns the adventures of a young nobleman, Sir Richard Shelton (Hayward) who returns from the War of Roses to discover that his father was murdered by neighbor Sir John Sedley (Cavanagh). Richard also learns from his uncle, Sir Daniel Brackley (Macready), that Sedley was executed and that his daughter Joanna (Janet Blair) has been made a ward of the crown and given to his, Sir Daniel's, guardianship.

At first, Richard resents Joanna's presence in the castle, but when she tells him that Sir John is alive and waiting for a chance to denounce the real murderer, Daniel, and certain mysterious messages tied to deadly black arrows, seem to bear out her belief that her father is innocent, Richard accepts her explanation and joins the outlawed Sir John and his followers.

Although Daniel gains the upper hand when he captures his nephew, Sir John and a boon companion (Edgar Buchanan), Richard saves the situation by publicly accusing his uncle of the murder and demands a trial by combat. This battle, the film's climactic scene, is said to be one of the most thrilling yet presented on the screen with such weapons as steel-tipped lances, broadswords, battle-axes and a mace (a spiked club) all being used during the fight.

Gordon Douglas (who recently megged Eddie Cantor's "If You Knew Susie") directed for producer Grant Whytock. It is an Edward Small production.

Veteran Scriptor

Columbia's "The Black Arrow," a swashbuckling adventure yarn starring Louis Hayward and Janet Blair and currently showing at the ----- Theatre, is the fifth novel by the celebrated Robert Louis Stevenson to reach the screen. The other works include "Treasure Island," "Ebb Tide," "Kidnapped" and "Dr. Jekyll and Mr. Hyde."



Black Arrow Mat 2-B; Prod. Still No. 99
LOUIS HAYWARD

(Feature)

Cape-and-Sword Dramas Appeal to Louis Hayward

In the minds of Hollywood producers and casting directors, the name of Louis Hayward has become synonymous with swash-buckling action roles first made famous by the late Douglas Fairbanks, Sr.

But Hayward himself made a somewhat startling revelation during production of Columbia's "The Black Arrow," co-starring Janet Blair and currently showing at the Theatre. This film, too, incidentally, is a bold adventure yarn from the pages of Robert Louis Stevenson's novel of gallant knights and ladies fair in England of the 15th Century.

"Actually," says the handsome rescuer of damsels in distress and avenger of dastardly deeds, "The Black Arrow" is only the fifth cape-and-sword drama I've appeared in since my first picture 'way back in 1935."

However, not all of his roles have been of the action type, as witness his first three pictures after returning from overseas (he was a Marine Corps Captain)—"And Then There Were None," "Young Widow" and "The Strange Woman."

For the record, Hayward appeared in "Anthony Adverse," "Man in the Iron Mask," "Son of Monte Cristo" and "Return of Monte Cristo." Few stars can boast that they did more to re-

create the chivalric exploits of bygone eras.

When Columbia decided to film the Stevenson classic, an Edward Small production, there was slight question of whom should get the male lead, for Hayward's performance in that studio's "Return of Monte Cristo" excited warm praise from critics and movie-goers alike. While he is a master with the rapiers of the 19th Century (the period of most of his adventures), he had to learn to joust for "The Black Arrow," with a 16-foot steel-tipped lance while on horseback. He also had to become proficient with the heavy English broadsword of the 15th Century.

(Closing Notice)

Black Arrow' Ends Local Engagement

"The Black Arrow," Columbia's exciting picturization of the world-famous Robert Louis Stevenson novel, will end its current engagement at the Theatre on Starring roles in the Edward Small production are portrayed by Louis Hayward and Janet Blair with George Macready and Edgar Buchanan importantly featured.



Black Arrow Mat 2-G; Prod. Still No. 1

HER TAUNTING KISS turns this avenging knight into an outlaw lover! Janet Blair and Louis Hayward are starred at the Theatre in Columbia's "The Black Arrow," based on the immortal novel.

(Feature)

Flashing Swords Slashing New Paths To Boxoffice Glory

As every film fan knows, movies run in cycles. Sometimes sea stories are very popular and every company rushes one of this type into production. Musicals, socially significant dramas, super-Westerns, gangster yarns and biographical pictures have all had their heyday.

Right now, swashbuckling adventure is holding sway with its flashing sword aloft and unchallenged. Columbia's "The Black Arrow," currently playing at the Theatre, is the latest in this category.

Based on Robert Louis Stevenson's immortal story of romance and derring-do in one of the most colorful periods in English history — the 15th Century — the film stars Louis Hayward and Janet Blair, with George Macready and Edgar Buchanan importantly featured. The Edward Small production tells about the fierce rivalry among the followers of the royal houses of York and Lancaster after the War of Roses and is filled with exciting duels, suspenseful narrow escapes and a rousing climax.

The screenplay was written by Richard Schayer, David P. Sheppard and Thomas Seller. Gordon Douglas directed for producer Grant Whytock.

Also upholding the honor of the swashbucklers at the present time are "The Exile," "Pirates of Monterey," "Captain from Castile" and "The Swordsman." Recently, early successes were re-issued to enjoy favor all over again. These included "The Corsican Brothers," "Man in the Iron Mask" and "Prisoner of Zenda."

And for the coming year, according to latest reports from the Hollywood grapevine, even more cape-and-sword spectacles are planned. A few of their titles are "Adventures of Casanova," "Gallant Blade" (a Larry Parks' starrer), "Ivanhoe," "Three Musketeers," "Adventures of Don Juan" and "Rupert of Hentzau."

(Advance Reader)

Immortal Adventure Story Coming Soon

Robert Louis Stevenson's immortal romantic adventure novel, "The Black Arrow," has been brought to the screen by Columbia Pictures and will be shown at the Theatre starting on

A swashbuckling tale of gallant knights and fair ladies set in medieval England, the Edward Small production stars Louis Hayward and Janet Blair with George Macready and Edgar Buchanan in top roles.

Also importantly cast are Rhys Williams, Walter Kingsford, Lowell Gilmore, Halliwell Hobbes and Paul Cavanagh. The screenplay was scripted by Richard Schayer, David P. Sheppard and Thomas Seller. Gordon Douglas directed for producer Grant Whytock.

(Holdover Notice)

'Black Arrow' Holds For Extended Run

Because Columbia's "The Black Arrow," a tale of gallant knights and fair ladies, has been attracting such unusually large crowds, the film will be held over at the Theatre until The screen version of Robert Louis Stevenson's renowned novel, an Edward Small production, stars Louis Hayward and Janet Blair with George Macready and Edgar Buchanan in the top roles.



Black Arrow Mat 2-C; Prod. Still No. 85
JANET BLAIR

(Feature)

Janet Blair in Ecstasy Over 'Black Arrow' Role

Janet Blair is still enthusiastic enough about her career to view each new film as an exciting adventure. But the squeal of delight that followed her assignment to Columbia's "The Black Arrow," now playing at the Theatre, was unusual, even for her.

Ever since her entry into the movies, she's been eager to play in a swashbuckler or costume piece, for historical novels are one of her favorite types of reading matter. And "The Black Arrow," co-starring Louis Hayward, is just about perfect on that score.

Based on Robert Louis Stevenson's rousing yarn about gallant knights and ladies fair, the Edward Small production takes place in England of the 15th Century just after the famed War of Roses. It is an actionful tale of political intrigue, murder, duels to the death and a hot-blooded romance, which is bound to have women movie-goers sighing for the days of chivalry. George Macready and Edgar Buchanan are seen in important roles.

Since Janet portrays a noblewoman in the story, she knew that she'd be wearing richly trimmed raiments of heavy velvet and moire. One thing she hadn't foreseen, however, was that the picture was being shot in the summertime on San Fer-

nando Valley locations. When it is hot there, it is really HOT!

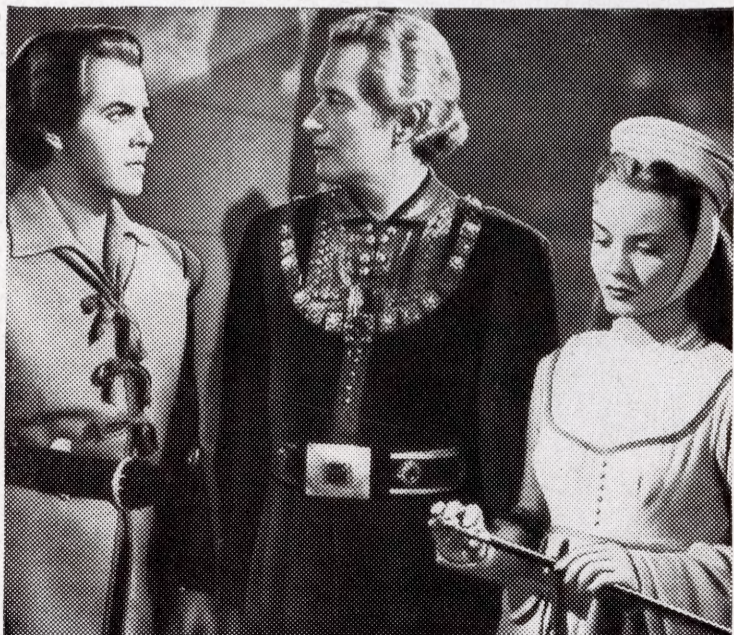
But designer Jean Louis came to her rescue at that point just as promptly as leading man Louis does in the plot. He had Janet's voluminous costumes made in sections which could be zippered apart or unsnapped, thus the instant she finished a scene, zip, she was out of her hot, heavy clothes and in a cool (and shapely) bathing suit!

One other problem developed for Janet which no one could solve. A fine horsewoman in the conventional saddles, she had to take special instructions in riding side-saddle for her role.

(Opening Notice)

Black Arrow' Stars Hayward and Blair

Columbia's "The Black Arrow," based on Robert Louis Stevenson's immortal adventure novel, will open at the Theatre on Louis Hayward and Janet Blair are starred while the featured cast is headed by George Macready and Edgar Buchanan. The screenplay for the Edward Small production was written by Richard Schayer, David P. Sheppard and Thomas Seller. Gordon Douglas directed for producer Grant Whytock.



Black Arrow Mat 2-F; Prod. Still No. 103

A GOLDEN AGE LIVES AGAIN in "The Black Arrow," Robert Louis Stevenson's glorious adventure story. Louis Hayward, Janet Blair and George Macready are in the Columbia film at the Theatre.

(Feature)

Battle of Two Knights Takes Six Days to Film

One week to rehearse, six more days to film, about ten minutes on the screen and a scene which movie fans will be talking about for some time—that's the story of the rousing climax in Columbia's "The Black Arrow," currently playing at the Theatre.

The Edward Small production, based on the bold adventure novel of romance and daring in England of the 15th Century by Robert Louis Stevenson, stars Louis Hayward and Janet Blair. George Macready and Edgar Buchanan are featured, with Rhys Williams, Walter Kingsford and Paul Cavanagh in key roles.

The particular scene in question takes place between Hayward and Macready after the former exercises his knightly prerogative of trial by combat. It is unquestionably the most difficult performing they or any other film actors have been asked to do—a medieval duel with 16-foot steel-tipped lances and broadswords while wearing full armor and mounted on armored horses. Other weapons used are a mace (a heavy, spiked staff) and a battle-axe!

That even the rehearsals were extremely dangerous can be

gathered from the fact that an ambulance stood by at all times. And the discomfort of the actors—swathed in pads, heavy woolen wrappings and steel armor can well be imagined since the film was shot during Hollywood's hottest weather in 100-degree heat.

One amusing incident occurred on the set when the combat came to its exciting end. Hayward (the hero) had just vanquished Macready (the heavy) and the camera had closed in for a full-face close-up. Suddenly director Gordon Douglas yelled out in the mild tone of a banshee being drawn and quartered, "Cut — Cut — Cut!"

The scene had been perfectly executed and Hayward seemed puzzled by the director's sudden berserk action. But then everyone saw what had happened. Douglas pointed to a very modern, 20th Century-designed "band aid" pasted over Hayward's eye to cover a cut received in a previous duel.

The screenplay for "The Black Arrow" was written by Richard Schayer, David P. Sheppard and Thomas Seller. Grant Whytock was the producer.

(Reader)

Director Starts Duel By Shouting 'Cut!'

Director Gordon Douglas broke all motion picture tradition recently by starting action in a scene for Columbia's "The Black Arrow," now playing at the Theatre by shouting "C-U-T!"

The scene required Louis Hayward to begin the sequence by taking a heavy-handed slash at George Macready with a sword. Both actors stood ready, and when the director shouted "cut," Hayward began slashing away.

Janet Blair stars with Hayward in the film.

(Reader)

'Black Arrow' Marks Hayward's Fifth Epic

With his performance in Columbia's "The Black Arrow," Louis Hayward now tops the field of Hollywood's swashbucklers.

The film, based on Robert Louis Stevenson's famous romantic adventure novel and currently showing at the Theatre, marks Hayward's fifth appearance as a bold avenger of injustice and rescuer of beautiful damsels in distress. Janet Blair co-stars with Hayward.

His other popular hits include "Anthony Adverse," "Man in the Iron Mask," "Son of Monte Cristo" and "Return of Monte Cristo."

Fencing Expert

Fred Cavens, internationally-known fencing expert, was the technical adviser on the numerous dueling scenes in Columbia's "The Black Arrow," currently showing at the Theatre. The picturization of Robert Louis Stevenson's great adventure novel of England in the 15th Century stars Louis Hayward and Janet Blair.

Immortal Novel

Columbia's "The Black Arrow," the current attraction at the Theatre, is based on Robert Louis Stevenson's world-famous novel of adventure and romance in 15th Century England. Louis Hayward and Janet Blair are starred in the Edward Small production.



Black Arrow Mat 2-E; Prod. Still No. 14

FLASHING SWORDPLAY IN DUNGEON DARKNESS highlights Columbia's "The Black Arrow" at the Theatre. Louis Hayward and Janet Blair are starred in the screen version of the world-famous novel while Rhys Williams is seen in an important role.

LOCAL ANGLES

Altoona, Pa.—Janet Blair's birthplace.

Brooklyn, N. Y.—Producer Edward Small born here.

Humansville, Mo.—Birthplace of Edgar Buchanan.

Portland, Ore.—Edgar Buchanan graduated from North Pacific Dental College in this city.

Providence, R. I.—George Macready's birthplace.

Savannah, Ga.—Edward Small spent childhood here.

(Feature)

I'm No Villain, Insists Macready

Probably the most hateful, despicable, detestable villain on the screen today is George Macready, Columbia contract actor. But in off-screen life, Macready is actually a lovable, unassuming fellow who goes around Hollywood patting little kiddies on the head and feeding sugar to policemen's horses (when he can find them)!

So when Columbia once more cast him in the role of a dastardly double-crosser in "The Black Arrow," starring Louis Hayward and Janet Blair and now showing at the Theatre, George merely sighed, put on his best villain's sneer and went to work before the cameras.

"I guess I have been every sort of despicable cur that writers could dream up," Macready uncomplainingly complained. "In 'The Black Arrow' I'm a medieval English villain in armor, but basically I guess I'm just the same nasty fellow I was in 'Gilda,' except that when I slapped Rita Hayworth I wore modern evening clothes and when I menace Janet Blair, I wear chain mail."

Macready followed his villainous "Gilda" role with that of the "heavy" in "The Walls Came Tumbling Down," and when Columbia was looking for somebody to do the dirty work to Louis Hayward in the "The Return of Monte Cristo," and to Larry Parks in "Down to Earth" and "The Swordsman," he once again was the unanimous choice. His only chance to play a hero came in "The Man Who Dared," but it didn't lead to any further sweetness-and-light parts.

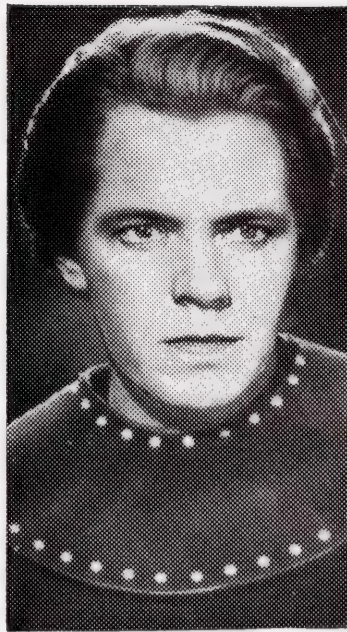
Then came "The Black Arrow," an Edward Small production and woefully George reported to the studio to see what devilishness the writers had prepared for him to perform this time.

Noted Stage Actor

Paul Cavanagh, noted stage and screen actor, is importantly cast in Columbia's "The Black Arrow," based on Robert Louis Stevenson's adventure novel and starring Louis Hayward and Janet Blair at the Theatre. Cavanagh, recently seen in "Humoresque," "Ivy" and "Dishonored Lady," plays Miss Blair's father, outlawed for a crime he did not commit.

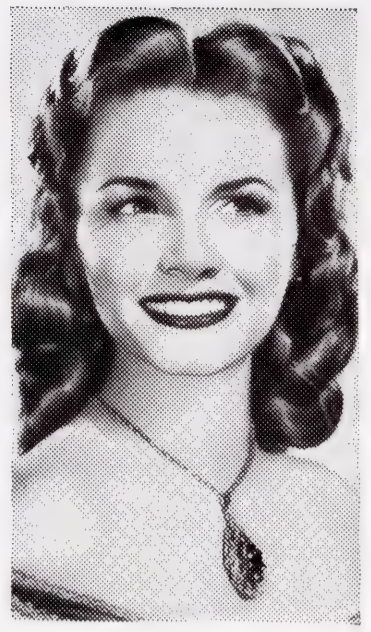
Foes to the End

George Macready and Edgar Buchanan, last seen in "The Swordsman" in which they portrayed mortal enemies on opposing Scottish clans, are again cast as foes in Columbia's "The Black Arrow." Based on Robert Louis Stevenson's swashbuckling adventure yarn, the film stars Louis Hayward and Janet Blair at the Theatre.



Black Arrow Mat 1-B; Prod. Still No. 33
LOUIS HAYWARD

Also available in 1/2 column size. Order Mat 1/2-A



Black Arrow Mat 1-C; Prod. Still No. 87
JANET BLAIR

Also available in 1/2 column size. Order Mat 1/2-B.



Black Arrow Mat 1-D; Prod. Still No. 92
EDGAR BUCHANAN

(Reader)

Quivers Are Old Hat To Dentist Buchanan

Sometimes, on the door of a dentist's office, a patient may see a little sign reading "Out to lunch; back in fifteen minutes."

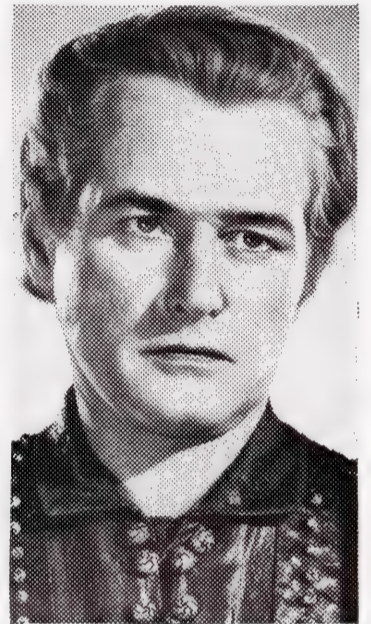
But in the case of Edgar Buchanan, dentist and featured player in Columbia's "The Black Arrow," swashbuckling adventure yarn now playing at the Theatre, the sign would probably read: "Out to act; back goodness knows when!"

His success in pictures has made Dr. Buchanan enormously happy—so happy that he finds himself more interested in acting than in the money it brings. Movie fans, too, are more than satisfied because Columbia keeps this popular character actor so busy. His genial, natural style of acting is always welcome whether he's portraying a villain or "good guy."

Starred in "The Black Arrow," based on Robert Louis Stevenson's immortal novel, are Louis Hayward and Janet Blair.

Trial by Combat

One of the most exciting scenes ever filmed takes place in Columbia's "The Black Arrow," an Edward Small production based on Robert Louis Stevenson's immortal adventure novel and now playing at the Theatre. The sequence is a fight-to-the-death between Louis Hayward and George Macready with such weapons as a sixteen-foot steel-tipped lance, broadsword, mace (a heavy, spiked staff) and battle-axe being used! Janet Blair is co-starred with Hayward.



Black Arrow Mat 1-E; Prod. Still No. 109
GEORGE MACREADY

(Reader)

Janet's Archery Will Not Be Seen

Janet Blair just knew this was going to happen, but there was nothing she could do about it!

Prior to being assigned the feminine lead opposite Louis Hayward in Columbia's "The Black Arrow," the picturization of Robert Louis Stevenson's adventure novel currently at the Theatre, Janet became interested in archery. She took several lessons and attained a high degree of proficiency in the sport.

As soon as she received the script for "The Black Arrow," she scanned hurriedly through it, and saw that practically everyone in the cast got a chance to shoot with bows and arrows except, of course, Janet Blair!

That Golden Age

The golden age of chivalry lives again in Columbia's "The Black Arrow," now playing at the Theatre. The film is based on Robert Louis Stevenson's rousing adventure story of gallant knights and ladies fair in England of the 15th Century, with Louis Hayward and Janet Blair in the starring roles.

Still Slick Chick

Janet Blair, recently seen in "I Love Trouble" as a slick, modern chick, plays a demure young miss of 15th Century England in Columbia's "The Black Arrow," now at the Theatre.

Sell 'The Black Arrow' With Archery....

The title and subject matter of "The Black Arrow" furnish a perfect vehicle for bow and arrow stunts and tie-ups. Just as soon as your playdate is set, get busy on as many as possible of the ideas on this page. Sell the action of "The Black Arrow" and get worthwhile newspaper, radio and word-of-mouth publicity the bow and arrow way! In addition to the two archery stills shown at the right, other stills which are available include Still Nos. Janet Blair 833, 835 and 836K, and Prod. Still Nos. 7, 9 and 79 (Louis Hayward).



STILL NO. JANET BLAIR 831



PROD. STILL NO. 89



....and With Swordsmanship!

"The Black Arrow" has plenty of exciting swordplay, and all the archery promotions described on this page can be adapted to

swordsmanship! In addition to Prod. Still No. 15, at left, other duelling stills available include Prod. Still Nos. 14, 17 and 18.

Order all stills from your National Screen Service exchange.

ARROW STUNT

Ask a local record program announcer to sponsor a stunt in which black arrows are left in prominent places all over town, with free admission for those who retrieve them. The arrows can be obtained from children's archery sets, or made out of cardboard by your sign shop—but they should be painted black. Announcements of the stunt, with full credits for your engagement of "The Black Arrow," should be made three or four days in advance. Plant a photo of the record program announcer with the arrows on local newspaper radio pages.

NEWSMEN ARCHERS

Get a local department store which sells archery equipment to run an archery meet, in advance of playdate, among the newspaper and radio sports writers and columnists of your town. If there aren't enough of these, invite everyone who works on a newspaper or a radio station to participate. Have several expert archers around to give pointers. Ask the contestants to publicize the event with stories and photos. Try for publicity from all contenders, as well as newspaper picture breaks.

NEWSPAPER SPONSOR

Ask a promotion-minded newspaper editor to sponsor your archery competitions and exhibitions. When you see him, point out that the promotion of a sports event is a sure-fire newspaper circulation-booster—the Golden Gloves and Silver Skates competitions are perennially successful—and that your "The Black Arrow" archery events give him a made-to-order opportunity. Ask him to start his promotion rolling with a front page story, illustrated by a photo of a beautiful young local girl archer. Help the newspaper to gather items for follow-up stories and photos. All copy should, of course, credit your engagement of "The Black Arrow." A radio station, too, could benefit by sponsoring your archery events with your playdate receiving frequent plugs.

EXHIBITIONS

The very day your playdate is set, start rounding up your town's archery experts to give bow and arrow exhibitions and to act as judges for contests. You should be able to find experts among local schools, athletic clubs and "Y's." Set archery exhibitions all over town in advance of playdate and publicize them (and your engagement of "The Black Arrow") extensively.

ARCHERY DISPLAYS

Arrange with every sports goods and department store in your town for window displays promoting archery and fencing equipment and your engagement of "The Black Arrow." All windows should have archery and fencing stills from the picture, as well as posters which feature your credits big.

CONTESTS

Arrange archery contests in every high school, college, "Y," community house, athletic group and church center in your town. If time permits, run a citywide finals at an easily accessible location.

Caution!

All fencing and archery promotions on "The Black Arrow" should be supervised by competent, responsible directors to avoid injury to amateur participants.

Giveaway

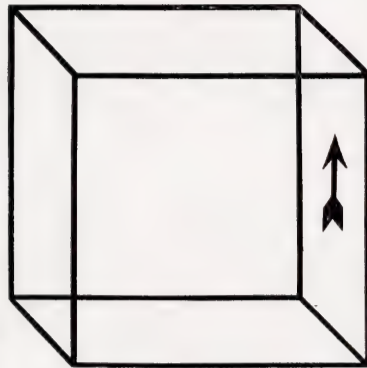
Here's an interesting teaser card that folks will look at more than once and will save to show their friends. Have a local printer make up several thousand, using the one-column mat of the box and mats of the two stars (see publicity pages). Distribute the cards at your theatre and from counters of local merchants.

Order Mat 1-A (arrow box only) from your National Screen Service exchange.

Is THE BLACK ARROW In or On the Box?



Look Again!
You May Be Wrong!



'THE BLACK ARROW'

A Columbia Picture starring LOUIS HAYWARD and JANET BLAIR • State Theatre

BOOK ADMISSION

Make a free admission offer, via extensive newspaper and radio publicity, to the first 25 people who bring Robert Louis Stevenson books to your opening show of "The Black Arrow." Publicize the fact that you will keep the books and present them to a local hospital, orphanage, or other charitable institution.

ESSAY CONTESTS

Use newspapers, children's radio programs and school bulletin boards to publicize an essay contest on one of the following subjects:

- 1) "Why I enjoy a Robert Louis Stevenson Adventure Story Like 'The Black Arrow'."
- 2) A comparison between "The Black Arrow" book and movie.
- 3) "My Favorite Robert Louis Stevenson Story."

Present cash prizes for three best essays, tickets for 15 runners-up.

PROCLAMATION

Get the Mayor or head of your town's Board of Education to issue the following proclamation:

WHEREAS the stories of Robert Louis Stevenson have pleased generation after generation of men and women, and will continue to give enjoyment until the end of time; and

WHEREAS the stories of Robert Louis Stevenson have provided material for many of our most enjoyable motion pictures; and

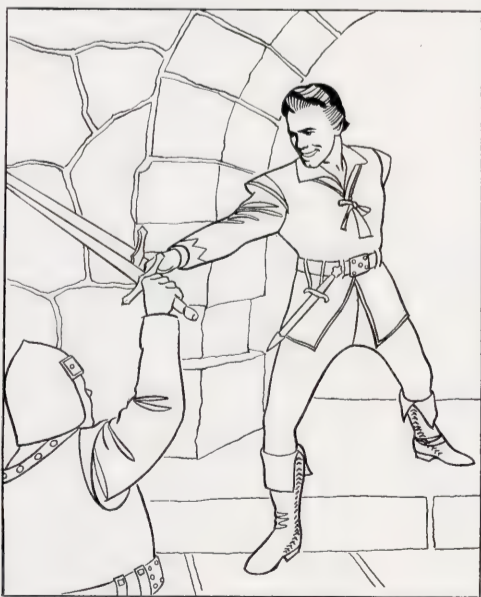
WHEREAS Columbia Pictures' "The Black Arrow," the latest Robert Louis Stevenson story to be brought to the screen, will have its local premiere at the (theatre) on (playdate);

NOW, THEREFORE, I, JOHN DOE, MAYOR OF BLANKTOWN, do designate the week starting (playdate) as ROBERT LOUIS STEVENSON WEEK.

Plant the proclamation in local newspapers and on the air. Make photo enlargements of it and plant them in book windows, and on library and school bulletin boards.

Color In

Plant this mat in a local newspaper and present guest tickets for the best 15 color-in jobs. As an alternative, run the same contest on heralds, distributed among school-age patrons.



Order Mat 2-A (2 Cols. x 4 3/4 in.) from National Screen Service.

BOOK BALLY

Have your sign shop build a compo-board "book," large enough to cover a man, with holes for his eyes, and copy on the sides reading:

Out of the Thrilling Pages of Robert Louis Stevenson . . . Into Your Heart! Columbia Pictures Presents Robert Louis Stevenson's "The Black Arrow," Starring Louis Hayward and Janet Blair at the State Theatre Friday!

FOLLOW THE ARROW!

Make up arrow-shaped posters, with backgrounds in black. Copy in contrasting color should read: "The Black Arrow' State Theatre!" Post black arrows all over town opening day. If local ordinances permit prepare and use a similar sidewalk stencil.

BOOK STUNT

Create excitement in town about "The Black Arrow" by getting folks to look for one dollar bills and guest theatre tickets concealed by you in Stevenson volumes all over town. Announce, in newspaper and radio publicity, that ten \$1 bills and 25 guest theatre tickets will be hidden on the day before opening among the pages of Robert Louis Stevenson books in the public and lending libraries around town. The stunt would be ideal for a local record program announcer or other radio personality.

Merchandising Values

"The Black Arrow" is a title which can be used in valuable merchandising promotions. Point out to the advertising and general managers of your town's largest department store that an arrow is the surest method of *calling attention to whatever they want brought to their patrons' consideration*. Merchandising the "Black Arrow" way, involves no change in the stores' advertising and promotion plans. Following are a few ideas you might work out; others should suggest themselves to you:

- 1) Store includes in its newspaper advertising black arrows pointing to prices, selling copy or some other important ad factor. Black arrows should have the name, "The Black Arrow," in white on the body of the arrow shaft, with credits elsewhere in the ads.
- 2) Similarly prepared black arrows of compo-board, with full credits in white, should be placed in strategic positions throughout the store, pointing to the store's special sales, to the stairways, elevator, etc.
- 3) Black arrows can also be used to highlight window displays, with the arrows pointing to new fashion features of gowns, to merchandise currently being promoted by the store, etc. Neat credit cards, with stills from the picture, should be included in all displays. If desired, "The Black Arrow" credits might be incorporated in black arrows which run along the base of the windows themselves, pointing to the store's entrances.

If the cooperation of your town's largest department store is not feasible, arrange with the advertising manager of your town's largest newspaper for a full page or double-truck of retail co-op ads, underneath the general banner line, "*The Black Arrow Points to Bargains*." There should be a large-size theatre advertisement centered on the page. All individual ads should include a black arrow.

PROMOTE THE BOOK

"The Black Arrow" is based upon Robert Louis Stevenson's famous adventure story of the same name. This fact should interest public and rental libraries and book stores. Arrange for window and counter displays of this and other Stevenson books, as well as special bulletin board posters. Include stills from the picture and full credits in all displays. In addition, prepare a bookmark for distribution by book stores and libraries. Include a one-column ad mat plus playdate credits, and the following list of Robert Louis Stevenson's adventure stories:

"The Black Arrow," "Kidnapped," "Capri-ona," "Master of Ballantrae," "The Weir of Hermiston," "Saint Ives," "The Wrong Box," "The Wrecker," "The Ebb Tide," "New Arabian Nights," "The Merry Men" and "Treasure Island."

If desired, the titles of Stevenson's essays, poetry and volumes of short stories might also be included in the book mark. English departments of local schools should also be reached for Stevenson promotions such as essays, displays, etc.

CHESTERFIELDS

Janet Blair has endorsed Chesterfield cigarettes with the statement, "*I like Chesterfields better... they*



give me more smoking pleasure." Use this endorsement, as well as Still No. Janet Blair 949 (shown above) for window and counter displays in tobacco shops. Try for dealer co-op ads, window streamers and other promotions. Be sure of full credits.

LUX SOAP

Lux Toilet Soap has been endorsed by Janet Blair. Contact grocery, drug, department and chain stores for window displays and co-op ads. Include stills from the picture and be sure of full credits.

JERGENS LOTION

Janet Blair has endorsed Jergens Lotion, a fact which can lead to window and counter displays, co-op ads and other promotions. Use stills and be sure of credits.

RECORD ALBUM

Contact your local Columbia Records distributor as soon as your playdate is set, and get his cooperation in arranging music shop window displays plugging Columbia's Robert Louis Stevenson album, "Treasure Island," and your engagement of Robert Louis Stevenson's "The Black Arrow." Ask music dealers to push the album and the picture (plus theatre and playdate credits) in their newspaper advertisements.

Use Stills!

Use these three attention-getting stills for window displays and newspapers. Get your full credits.

Prod. Still No. 85: *Jewelry, women's wear, beauty shops.*

Still No. Janet Blair 906: *Beauty shops.*

Still No. Janet Blair 934: *Beauty shops, flower shops, milliners.*



Prod. Still No. 85



Still No. Janet Blair 906



Still No. Janet Blair 934

Flashy Front

Point up the love and action angles of "The Black Arrow" with a front (like the one shown here) designed entirely from the posters. The credits section on the overhead board is lifted from the six-sheet. The art units are all from the 24-sheet, blended, as illustrated. The left-hand three-sheet panel contains the three-sheet. The right-hand three-sheet panel comprises the credits from the three-sheet, the leaping figure from the 24-sheet and the clinch art from the six-sheet.



'BOOK' SCREENING

Play up the fact that "The Black Arrow" is based on Robert Louis Stevenson's novel of the same name by arranging a screening for teachers, librarians and newspaper and radio book reviewers. Try to follow the screening with a radio broadcast (either direct or transcribed and "aired" later) in which your guests talk about the educational value of "translating" literary classics into screen fare. Be sure that your credits are mentioned often.

2 STILL SETS

Available at National Screen for your "The Black Arrow" campaign:

PRODUCTION SET (25): Highlights from the picture for wall frames and displays.

NEWSPAPER SET (25): Picked to please the editor who prefers stills to mats.

POSTER DISPLAYS

The action-filled posters can be adapted easily and inexpensively to make effective displays for your campaign on "The Black Arrow." The three-sheet can be cut out around the top figures down as far as the medieval building, leaving enough of the brick wall at the left for balance. The six-sheet can be jigsawed around the leaping figure and the jousting art. Both displays should be set on bases containing starting date.

ADVANCE TRAILER

Crammed with patron-pulling flashes of the film, this trailer is tops! Order it from National Screen.

Radio Spot Announcements

15 SECONDS

Watch for "The Black Arrow!" A taunting kiss turns an avenging knight into an outlaw lover . . . in Columbia Pictures' thrill-filled film, "The Black Arrow," starring Louis Hayward and Janet Blair. See "The Black Arrow" at the State Theatre starting Friday.

15 SECONDS

Horsemen charge! Swords clash! Lips meet! Hearts catch fire! In Columbia Pictures' "The Black Arrow," based on Robert Louis Stevenson's flaming tale of romance and adventure! See Louis Hayward and Janet Blair in "The Black Arrow" at the State starting Friday.

30 SECONDS

Robert Louis Stevenson's great novel, "The Black Arrow," lives on the screen in all the glory of its fabulous adventure! See "The Black Arrow," starring Louis Hayward and Janet Blair. See how a taunting kiss turns an avenging knight into an outlaw lover! Watch for the Avenger of the Wildwood . . . striking from nowhere . . . with death for villains . . . kisses for his love . . . and thrilling entertainment for the whole family! See Louis Hayward and Janet Blair in Columbia Pictures' "The Black Arrow," at the State Theatre starting Friday.

30 SECONDS

As long as there are lovers, Robert Louis Stevenson's great story of romance and adventure, "The Black Arrow," will live! And now it blazes across the screen in all the glory of its fabulous adventure! It's Columbia Pictures' "The Black Arrow," starring Louis Hayward and Janet Blair! Watch for the bold ring of adventure! Hear the soft whisper of warm love! See a beauty's unspoiled lips at stake in a mortal trial by combat! See Columbia Pictures' "The Black Arrow," starring Louis Hayward and Janet Blair at the State Theatre starting Friday.

ONE MINUTE

There's thrilling entertainment for the whole family in Columbia Pictures' "The Black Arrow!" See "The Black Arrow!" It's the picture that kindles Robert Louis Stevenson's fiery tale into action and adventure that blazes across the screen! "The Black Arrow," starring Louis Hayward and Janet Blair, starts tomorrow at the State Theatre. You'll thrill to a romance that defies the torture of a dungeon . . . the blade of a traitor . . . an army's might . . . and a king's ransom! You'll gasp with excitement when the Avenger of the Wildwood strikes from nowhere! Watch for the bold ring of adventure! Hear the soft whisper of warm love! See horse-

men charge! . . . swords clash! . . . lips melt! . . . and hearts catch fire! . . . as the avenging action of the picture leaps from the pages of Robert Louis Stevenson's great novel. See Columbia Pictures' "The Black Arrow," starring Louis Hayward and Janet Blair at the State Theatre starting tomorrow.

ONE MINUTE

Watch for "The Black Arrow!" A taunting kiss turns an avenging knight into an outlaw lover . . . in Columbia Pictures' thrill-filled film, "The Black Arrow," starring Louis Hayward and Janet Blair. There's entertainment and excitement for the whole family in "The Black Arrow!" See horsemen charge! . . . swords clash! . . . lips melt! . . . and hearts catch fire! . . . as Robert Louis Stevenson's great novel lives on the screen in all the glory of its fabulous adventure! See "The Black Arrow," starting Friday at the State Theatre. Watch the Avenger of the Wildwood strike from nowhere . . . with death for villains . . . kisses for his love . . . and thrilling entertainment for everyone in your family! See a beauty's unspoiled lips at stake in a mortal trial by combat! Hear the soft whisper of warm love! Watch the blazing action of the film leap across the screen! See Louis Hayward and Janet Blair in "The Black Arrow," at the State Theatre starting Friday.



TWENTY-FOUR SHEET



THREE SHEET



SIX SHEET

**P
O
S
T
E
R
S**



ONE SHEET



22x28 A



**22x28 B
 SLIDE (Same Design)**



**EIGHT
 11x14's**



**INSERT
 CARD**

LOBBIES



9x12 FOUR-PAGE HERALD Price: \$3.50



WINDOW CARD

ORDER ALL ACCESSORIES, SPECIAL STANDEES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE.

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org